Amendments to the Claims:

This listing of claims will replace all prior versions and listings of claims in this application:

Listing of Claims:

1. (Currently amended) A self-correcting system for use with a search engine to rank search results based upon a ranking of businesses that are selected from an unrestricted pool of merchants, comprising:

an on-line ranking system for receiving any of users' on-line surveys or feedback about businesses;

the on-line ranking system generating rating data from the any of the users' on-line surveys or feedback;

wherein the rating data correlates higher quality search matches to higher business satisfaction ratings; [[and]]

wherein the on-line ranking system indexes the rating data;

an on-line ranking repository for storing the rating data indexed by the on-line ranking system; [[and]]

a result sorter for sorting query results generated by the search engine, based on the rating data from the on-line ranking repository, and for generating ranked matches;

a profile manager for creating a user profile history from a user's address;

wherein the user profile history enables the user to update a rating that was previously provided by the user, and disables the user from revising ratings provided by other users; and

wherein updated cumulative business satisfaction ratings from the users' on-line surveys or feedback automatically cause the on-line ranking system to re-index the rating data, and further cause the result sorter to generate ranked matches based on the re-indexed rating data.

2. (Original) The system according to claim 1, further including a search results transformer that converts the ranked matches to a user browsable form.

3. (Original) The system according to claim 2, further including an indexing engine that indexes web documents to generate indexed data.

4. (Original) The system according to claim 3, further including a metadata repository for storing web documents that have been downloaded on-line.

5. (Original) The system according to claim 3, further including a query transformer which, when prompted by a query, applies a query request to the indexed data and generates the query results.

6. (Previously presented) The system according to claim 1, wherein the any of the users' on-line surveys or feedback include annotations.

7. (Previously presented) The system according to claim 1, wherein the any of the users' on-line surveys or feedback include any one or more of a questionnaire, a survey, or a web based rating service.

8. (Original) The system according to claim 1, wherein the interactive criteria assess the quality of a business in terms of any one or more of: customer satisfaction, professionalism, cost, and ease of use of a product or service.

9. (Currently amended) A self-correcting computer program product for use with a search engine to rank search results based upon a ranking of businesses that are selected from an unrestricted pool of merchants, comprising:

an on-line ranking system for receiving any of users' on-line surveys or feedback about businesses;

the on-line ranking system generating rating data from the any of the users' on-line surveys or feedback;

wherein the rating data correlates higher quality search matches to higher business satisfaction ratings; [[and]]

wherein the on-line ranking system indexes the rating data;

an on-line ranking repository for storing the rating data indexed by the on-line ranking system; [[and]]

a result sorter for sorting query results generated by the search engine, based on the rating data from the on-line ranking repository, and for generating ranked matches;

a profile manager for creating a user profile history from a user's address;

wherein the user profile history enables the user to update a rating that was previously provided by the user, and disables the user from revising ratings provided by other users; and

wherein updated cumulative business satisfaction ratings from the users'
on-line surveys or feedback automatically cause the on-line ranking system
to re-index the rating data, and further cause the result sorter to generate
ranked matches based on the re-indexed rating data.

10. (Original) The computer program product according to claim 9,
further including a search results transformer that converts the ranked
matches to a user browsable form.

11. (Original) The computer program product according to claim 10,
further including an indexing engine that indexes web documents to
generate indexed data.

12. (Original) The computer program product according to claim 11,
further including a metadata repository for storing web documents that
have been downloaded on-line.

13. (Original) The computer program product according to claim 11,
further including a query transformer which, when prompted by a query,
applies a query request to the indexed data and generates the query
results.

14. (Previously presented) The computer program product according to
claim 9, wherein the any of the users' on-line surveys or feedback include an
on-line feedback with annotations.

15. (Previously presented) The computer program product according to claim 9, wherein the any of the users' on-line surveys or feedback include any one or more of a questionnaire, a survey, or a web based rating service.

16. (Original) The computer program product according to claim 9, wherein the interactive criteria assess the quality of a business in terms of any one or more of: customer satisfaction, professionalism, cost, and ease of use of a product or service.

17. (Currently amended) A method for use with a search engine to <u>self-correctively</u> rank search results <u>based upon a ranking of businesses that are selected from an unrestricted pool of merchants</u>, comprising:

receiving any of users' on-line surveys or feedback about businesses;

generating rating data from the any of the users' on-line surveys or feedback;

wherein the rating data correlates higher quality search matches to higher business satisfaction ratings;

indexing the rating data by means of an on-line ranking system;

storing the rating data indexed by the on-line ranking system, in an on-line ranking repository; [[and]]

sorting query results generated by the search engine, based on the rating data from the on-line ranking repository, and for generating ranked matches<u>;</u>

<u>creating a user profile history from a user's address;</u>

wherein the user profile history enables the user to update a rating that was previously provided by the user, and disables the user from revising ratings provided by other users; and

wherein updated cumulative business satisfaction ratings from the users' on-line surveys or feedback automatically cause the on-line ranking system to re-index the rating data, and further cause the result sorter to generate ranked matches based on the re-indexed rating data.

18. (Original) The method according to claim 17, further including transforming the ranked matches into a user browsable form.

19. (Original) The method according to claim 18, further including indexing web documents to generate indexed data.

20. (Original) The method according to claim 19, further including storing web documents that have been downloaded on-line.

21. (Original) The method according to claim 19, further including applying a query request to the indexed data for generating the query results.

22. (Original) The method according to claim 17, wherein receiving rating data includes compiling rating data from on-line feedback with annotations.

23. (Original) The method according to claim 17, wherein receiving rating data includes compiling rating data from any one or more of a questionnaire, a survey, or a web based rating service.

24. (Original) The method according to claim 17, further including compiling rating data based on interactive criteria that assess the quality of a business in terms of any one or more of: customer satisfaction, professionalism, cost, and ease of use of a product or service.

25. (Currently amended) A search result service for use with a search engine to self-correctively rank search results based upon a ranking of businesses that are selected from an unrestricted pool of merchants, comprising:

   receiving any of users' on-line surveys or feedback about businesses;

   generating rating data from the any of the users' on-line surveys or feedback;

   wherein the rating data correlates higher quality search matches to higher business satisfaction ratings;

   indexing the rating data by means of an on-line ranking system;

   storing the rating data indexed by the on-line ranking system, in an on-line ranking repository; [[and]]

   sorting query results generated by the search engine, based on the rating data from the on-line ranking repository, and for generating ranked matches;

   creating a user profile history from a user's address;

wherein the user profile history enables the user to update a rating that was previously provided by the user, and disables the user from revising ratings provided by other users; and

wherein updated cumulative business satisfaction ratings from the users' on-line surveys or feedback automatically cause the on-line ranking system to re-index the rating data, and further cause the result sorter to generate ranked matches based on the re-indexed rating data.

26. (Previously presented) The search result service according to claim 25, further comprising transforming the ranked matches into a user browsable form.

27. (Previously presented) The search result service according to claim 26, further comprising indexing web documents to generate indexed data.

28. (Previously presented) The search result service according to claim 27, further comprising storing web documents that have been downloaded on-line.

29. (Previously presented) The search result service according to claim 27, further comprising applying a query request to the indexed data for generating the query results.

30. (Previously presented) The search result service according to claim 25, wherein receiving rating data comprises compiling rating data from on-line feedback with annotations.

31. (Previously presented) The search result service according to claim 25, wherein receiving rating data comprises compiling rating data from any one or more of a questionnaire, a survey, or a web based rating service.

32. (Previously presented) The search result service according to claim 25, further comprising compiling rating data based on interactive criteria that assess the quality of a business in terms of any one or more of: customer satisfaction, professionalism, cost, and ease of use of a product or service.